

Social Media Content Generator for VA's Vet Centers (Community-Based Veteran Counseling Centers)



Project Title	Social Media Content Generator for VA's Vet Centers (Community-Based Veteran Counseling Centers)
Project Summary	Generating well developed, thought provoking and engaging social media content in regards to counseling services offered at Vet Centers. Content will include but is not limited to: highlighting employees, clients, Vet Center recreational activities, outreach events, and benefits of counseling.
Country	United States

Project Description

The project will support the awareness and utilization of community based counseling centers for Veterans, active duty service members and their families. Vet Centers are a little known program within the VA providing a big impact on the lives of those who served! With a recently developed communications office, the Communications Officer is looking to build a team to increase awareness and utilization of the 300 Vet Centers. Not only do Vet Centers offer traditional counseling, but also host therapeutic programs and classes such as yoga, equine therapy, fishing trips, photography groups, etc. Many of the staff at Vet Centers are Veterans themselves so there are plenty of stories to tell! We're looking for a creative mind with a sensitivity and understanding for who we are and the apprehension some may have in seeking mental health treatment.

Required Skills or Interests

Skill(s)

Social media management

Storytelling/blogging/vlogging

Videography

Writing

Additional Information

Student Veterans are preferred, but others will also be considered. We are looking for someone with an understanding of military culture and/or mental health. For more information on our program, visit: <https://www.vetcenter.va.gov/> or a recent news story about the impact our organization is having on Veterans, active duty service members and families here: <https://www.today.com/video/inside-the-monumental-program-helping-veterans-readjust-to-civilian-life-1367526467959> .

Language Requirements

None